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THE CHARLOTTE POST

"The Voice Of The Black Community"

Volume 13, Number 7

THE CHARLOTTE POST - Thursday, July 16, 1987

Price: 50 Cents



Loretta "Jean" Webber, president of Metro-Crescent Communications officially began the first full broadcast day July 8 at WJZY-TV, Channel 46, in Charlotte, North Carolina. WJZY, with a 2,000-foot, 5-million-watt tower, covers more than 3.3 million people within a 65 mile radius, provid-

ing more coverage of the Charlotte market than either the ABC or NBC affiliate. The independent station is airing a full-time lineup of action and adventure programming, including first-run and exclusive motion pictures.

WJZY Is On-The-Air

By Jalyne Strong
Post Managing Editor

Charlotte's only independent television station, WJZY-TV, Channel 46, began broadcasting 19 and one half hours of exclusive programming on Wednesday, July 8.

Loretta "Jean" Webber, President of Metro-Crescent Communications, Inc., the company that owns WJZY-TV, officially began the first full day of broadcasting at the station. About that momentous occasion she says, "It was tough getting up at 4 a.m. to do that. But it was a delight. We had worked long and hard to get the station on the air."

WJZY-TV is Charlotte's only majority black-owned television station with blacks accounting for five of its nine stockholders. WJZY joins the list of the nation's ten black-owned television stations, according to the "Blackbook 1987," an international reference guide of black-owned businesses published by Dollars & Sense magazine.

Webber sits on the station's Board of Directors which includes, Charlotte Mayor Harvey Gantt, State Alexander, Bob Hilliker, Bill Rollins, John Green and Jim Goodman.

These same board members are the station's stockholders with the addition of David Wagner and Jean Webber's husband, Dr. Spurgeon Webber.

Webber points out the fact that the majority stockholders of the company are black was not a FCC consideration for granting the television station to Metro-Crescent. "There were few people left who met the qualifications," says Webber, whose company began negotiations with FCC in 1983. In the interim, Webber's group bought out one company and merged with another to form Metro-Crescent, the company that was granted the license.

At present, Metro-Crescent owns 51 percent of WJZY-46, while Capital Broadcasting owns 49 percent of the station.

A businesswoman, Webber has previously owned, along with her husband, a computer tabulating card manufacturing company. She has also owned a computer specialty card business and she sold hardware, floppy discs, and computer printer paper. Her company sold its products throughout

the U.S. and exported to two countries. The computer company was sold in 1983.

"In 1983, I got involved in the application for the license for Channel 46," recounts Webber. The process took three years before her company was granted the license.

Webber says the reason she went after the television station license was because "the opportunity presented itself." She also says the most weighing factor in the FCC granting the license to her company was based on the Board members' community involvement.

As president of Metro-Crescent, Webber's primary role at the station is administrative. She is also involved in AGCW a real estate development company comprised of four women.

State Alexander says when WJZY went on the air, "It was like a dream fulfilled for me. You could say, it's the top of the line in aspirations one seeks to attain."

Alexander, who's background is in radio broadcasting, was previously the Community Affairs Director at WPEG-FM. He is now the Information Director at Johnson C. Smith University.

He says he was interested "very early on" in ownership of the new television station.

"There aren't many black-

owned companies in the broadcast field," explains Alexander, "especially in this area." The fact of which, he comments, "points out the need for blacks to get involved in broadcasting; making it more than a notion to talk about. They have to be willing to roll up their sleeves and get involved in the long, detailed process."

"And, at the same time, our ownership of WJZY, offers greater challenges. It should serve as some encouragement from what we have been able to do," continues Alexander. "Successes can be had when one sticks with it."

"I'm real proud of what has taken place," he confirms. "We are now making our presence felt in the market."

WJZY-46 transmits five million watts of power from its 2,000 foot tower, making it the second most powerful TV station in Charlotte. The station covers cities within a 65-mile radius of Charlotte, including Spartanburg, Winston-Salem, Hickory, Gastonia, Monroe and Rock Hill.

The 17,000 foot facility is located at 3501 Performance Rd. in Charlotte, and features state-of-the-art, computerized television production and transmission equipment.

Mark Conrad, formerly a Station Manager at WCCB-TV in See WJZY on Page 5A

Local Pregnancy Council Receives State Award

The North Carolina Coalition on Adolescent Pregnancy presented awards at the Spring Conference to local councils, programs, and task forces that have shown excellence and commitment in adolescent pregnancy prevention in North Carolina.

The Mecklenburg Council On Adolescent Pregnancy (MCAP) received an award for the local council that demonstrated a comprehensive coordinated prevention program.

Receiving the award for the most outstanding creative single project that has had an impact on prevention in North Carolina was the "Sexuality Education In Religious Settings" Workshop designed and coordinated by MCAP.

Charlotte Educators Help Launch Initiative To Improve Public Schools

Charlotte-Mecklenburg Association Educators' Hiawatha Foster, Jackie Cox, Stan Fraizer, Arthur Garrigus, Charles Guy, Velma Leake, Antonia Moore John Moore, Margaret Moreland and James Tribue, were among the 8,000 school and college staffers from throughout the United States who attended the National Education Association's 125th Annual Meeting in Los Angeles, California, June 26-July 5.



Leake

"Invest in America: Support Public Education" was the theme of the convention, and delegates - representing teachers, higher education faculty and education sup-

port personnel from all 50 states and overseas--addressed education issues that ranged from class size to growing teacher shortage.

"The convention was an inspiring experience," says Hiawatha Foster, District 6 Director and a delegate representing the Charlotte-Mecklenburg Association of Educators. "All of us in NEA are working hard to ensure that every child gets the best education possible."

Delegates to the NEA's eleven-day convention adopted a proposal by NEA President Mary Hatwood Futrell to begin efforts to make NEA's foundation, the National Foundation for the Improvement of Education, one of the

nation's largest grant-giving foundations in education.

Under the plan adopted by delegates, the NEA foundation will eventually be able to award \$ 1 million a year to innovative education projects designed and developed at the local level.

"Our NEA foundation," says Director Foster, "will be able to provide educators with the seed monies necessary to do everything from improve writing skills to encourage more parents to get involved in their children's education."

NEA, with nearly 1.9 million members, is the nation's largest professional labor organization.

A new NEA study notes that in U.S. public schools the percentage of black teachers is declining, while the number of black students grows. See story on page 7A.

NUL To Promote Cooperation

URBAN LEAGUE Conference To Be Held In Houston, Tx.

The National Urban League (NUL) brings its 77th Annual Conference to the Albert Thomas Convention and Exhibition Center in Houston, Texas on Sunday, July 19, marking the first time that the League has held its major conference in that city.

The four-day meeting, which takes place July 19-22, will also be a homecoming for NUL President and Chief Executive Officer, John E. Jacob, who is a native of Houston.

In an effort to focus attention on the continuing need to bring all sectors of American society together to overcome social and economic disadvantage, the theme

of the 1987 Conference is "Working Together To Make A Difference: Coalition, Collaboration, Cooperation." It emphasizes the different shades of cooperative effort that can serve as a base for the development of effective strategies for achieving this goal.

Through major plenary sessions, forums, special meetings, luncheons and Conference Dinner, a number of issues of vital importance to Black America will be explored.

Keynote Session Opens Conference
Mr. Jacob will deliver a major domestic policy speech during the opening session on Sunday night,

July 19, setting the tone for the rest of the conference sessions.

Dr. Donald Stewart, president, The College Board will deliver a speech on "Higher Education: Approaching the 1990's," Tuesday morning, July 21. Dr. Stewart is the first black to ever serve as President of the Board.

Civil Rights Focus
On Wednesday morning, July 22, Rev. Dr. Leon Sullivan, founder and Chairman of OIC International will center his talk around the recent resurgence of overt acts of racism on college campuses and in other areas across the country.



WINSTON-SALEM - RJR Nabisco, Inc. made a \$55,000 contribution to the NAACP during the 78th annual NAACP convention in New York City recently. Prior to the presentation, Benjamin L. Hooks (center), executive direc-

tor and CEO of the NAACP, met with guest speakers Marshall B. Bass (left), senior vice president of RJR Nabisco, and Mario M. Cuomo, Governor of New York.

Contribution To Help NAACP Fight Blatant Discrimination

NEW YORK CITY - It may be harder for minorities to conquer the economic disadvantages facing them today than it was to battle outright discrimination in the past, an official of RJR Nabisco, Inc. said as he presented \$55,000 to the NAACP recently.

"Blacks no longer have to go to separate schools, drink from separate water fountains, or sit in the back of the bus," said Marshall B. Bass, senior vice president of RJR Nabisco, at the NAACP annual convention. "But blatant discrimination was practiced in this country for more than 200 years, and its after-effects cannot be erased by a couple of decades of civil rights legislation."

Bass explained that RJR Nabisco hopes its funds will help the NAACP combat "subtle prejudice, inferior education, high unemployment rates and other problems that cannot be legislated away."

He added, "It is harder to generate concern about quiet injustices than deafening disrespect. In my judgment, the need for the NAACP is greater today than ever in history."

The RJR Nabisco donation included \$25,000 earmarked for the NAACP's Building Fund, which has financed construction of a new, larger headquarters facility in Baltimore. An additional \$30,000 was donated to the

NAACP's Special Contribution Fund, which supports minority enterprise, educational assistance, and affirmative action programs.

Benjamin L. Hooks, executive director and CEO of the NAACP, expressed gratitude for the company's philanthropic spirit and for its employment, educational, civic and business programs for minorities. "RJR Nabisco is to be commended for its conscientious efforts in this area," he said.

RJR Nabisco, an international consumer products corporation, is the parent company of R.J. Reynolds Tobacco Company, Nabisco Brands, Inc. and Del Monte Corporation.

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